Nintendo®

ANTI-PIRACY PROGRAM

NINTENDO
ANTI-PIRACY PROGRAM

1. SUMMARY

Nintendo has become a household word around the globe, and its video games have become a multi-billion dollar industry. A single game can take many people a year or more to create and costs millions of dollars to develop, manufacture, market and distribute. Unfortunately, Nintendo and its over 100 independent publishers and developers lost an estimated $762 million alone in 2006, as their video game products are prime target for international pirates and counterfeiters. These losses rival those of other copyright industries, including movies, computer software, publishing and audio recordings. Despite the aggressive anti-piracy program that Nintendo has spearheaded, the problem remains one of staggering proportions.

2. NINTENDO VIDEO GAME PRODUCTS

Nintendo Co. Ltd., located in Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment for over 100 years. **Nintendo of America Inc.**, based in Redmond, Washington, serves as headquarters for Nintendo's operations in North America. Nintendo manufacturers and distributes video game products through subsidiaries and independent distributors to North America, Latin America, Europe, Asia , Australia and New Zealand.

Nintendo video game products are marketed worldwide through affiliates and independent distributors. Nintendo's video game systems include:

- *Game Boy* - a hand-held system introduced in 1989;
- *Nintendo 64* - a three-dimensional 64-bit home video game system introduced in 1996;
- *Game Boy Color* - a Game Boy Pocket system which shows color screen, introduced in 1998;
- *Game Boy Advance* - a redesigned Game Boy system with a vertical color screen, introduced in 2001;
- *Nintendo GameCube* - a cube-shaped home video game console introduced in 2001, which plays proprietary optical media software;
- *Game Boy Advance SP*- a redesigned Game Boy system with an integrated LCD light and rechargeable battery, introduced in 2003;
- *Nintendo DS* - a portable, personal, entertainment and communications unit including dual screens, touch control and wireless gameplay, introduced in 2004;
- *Nintendo DS Lite* - a redesigned Nintendo DS system with a brighter screen, repositioned start and select buttons, longer stylus and console that is two-thirds smaller and twenty percent lighter than its predecessor, introduced in 2006; and
- *Wii* - a compact, home video game console using wireless Bluetooth technology, which plays proprietary optical media software (in addition to Nintendo GameCube games) and incorporating a wireless controller that uses a three-axis motion sensor, introduced in 2006.

3. INDEPENDENT PUBLISHERS

Nintendo has licensed a number of companies to develop and sell video game software and accessories for each of its video game systems.

The licenses granted by Nintendo permit the utilization of Nintendo's trademarks, including NINTENDO, GAME BOY, GAME BOY COLOR, GAME BOY ADVANCE, GAME BOY ADVANCE SP, NINTENDO 64, NINTENDO GAMECUBE, NINTENDO DS, NINTENDO DS LITE, WII and the OFFICIAL NINTENDO SEAL OF QUALITY, in conjunction with authorized video game products sold by the licensee companies. Licensees also use Nintendo's proprietary technology, copyrights and patents.

4. OTHER LICENSED PROPERTY OWNERS

Some video games developed and sold by Nintendo and its independent publishers are based on rights granted by licensed property owners from such sources as movies, television, sport celebrities, sports leagues, arcade games, comics, etc. These licensed property owners own various copyrights and trademarks.

5. INTELLECTUAL PROPERTY RIGHTS

Nintendo owns or controls the copyrights in all aspects of its video game products worldwide. Nintendo also owns or controls trademark registration for the NINTENDO trademark, the names of the various video game systems and the titles of many of the *Nintendo* video games. In addition, Nintendo secures various patents, industrial design registration and rights in integrated circuit layouts in many aspects of *Nintendo* video game products.

6. SCOPE AND IMPACT OF NINTENDO VIDEO GAME PIRACY

Nintendo estimates that together with its licensees and developers, it lost worldwide sales valued at $762 million alone due to video game piracy in 2006. Lost sales have additional incalculable, but costly, effects as innovation and creative development are deterred due to lack of funding and as buyers are forced to pay higher wholesale and retail prices necessary to offset losses.

7. ENFORCEMENT EFFORTS

Nintendo has undertaken an aggressive worldwide campaign since the late 1980's to stop the production and distribution of pirated video game products. Nintendo's efforts have included:

- Registering its intellectual property rights in countries worldwide;
- Incorporating technological advancement and security systems in *Nintendo* video game products to help thwart pirates;
- Working directly with U.S. and foreign government officials to stimulate stronger anti-counterfeiting laws, policies and actions;
- Training and assisting customs services in many countries to identify, confiscate and destroy counterfeit *Nintendo* products;
- Assisting law enforcement authorities in training and investigations designed to seize counterfeit goods, leading to criminal actions;
- Introducing customer screening protocols and a high level of responsibility into the semiconductor industry to stop counterfeit components at the source; and
- Promoting of civil infringement suits worldwide, targeting hundreds of defendants with excellent results.

Should you have any questions regarding the detection of counterfeit *Nintendo* products, please do not hesitate to contact us.

Nintendo Legal Contacts

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TIPS TO DETECT COUNTERFEIT *NINTENDO* HANDHELD (*GAME BOY COLOR*, *GAME BOY ADVANCE*, *GAME BOY ADVANCE SP*, *NINTENDO DS* AND *NINTENDO DS LITE*) SOFTWARE

1. Components (game boxes, instruction manuals, pc boards, game labels and plastic gamepak housings) shipped separately.
2. Missing or misspelled ***Nintendo*** trademark on the PC board.
3. A spot of black or gray epoxy glue is used to cover a counterfeit semiconductor chip on the PC board.
4. Counterfeit semiconductor chips on the PC board.
5. Missing or incomplete manuals.
6. Blurred printing, faded, discolored or poor quality cartridge labels or packaging.
7. Missing or poor quality Nintendo Seal of Quality trademark on packaging and on cartridge label.
8. Pricing is below normal wholesale or retail.

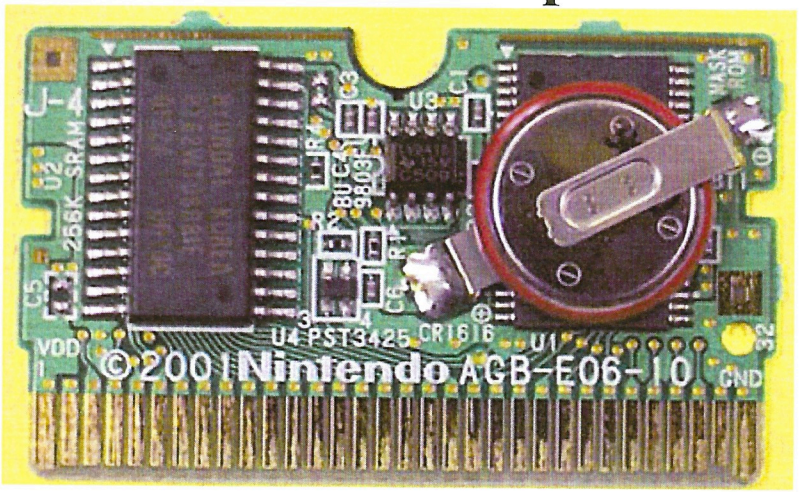
1. Components shipped separately.

1. Components shipped separately.

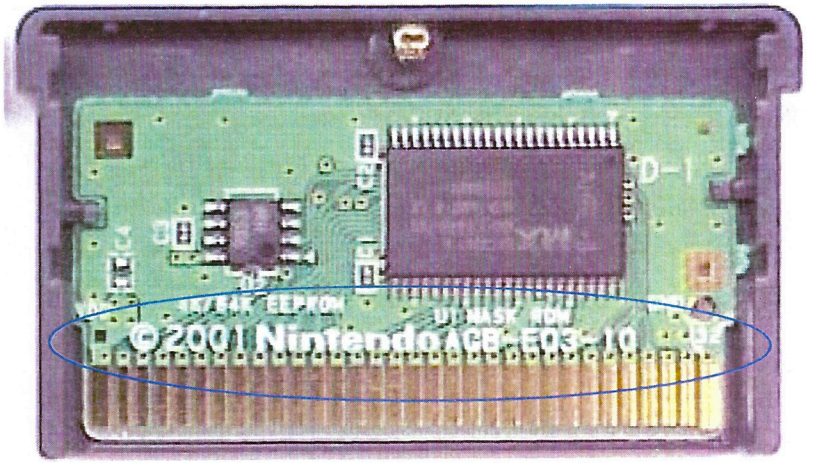
1. Components shipped separately.

2. Missing or misspelled *Nintendo* trademark on the PC board.

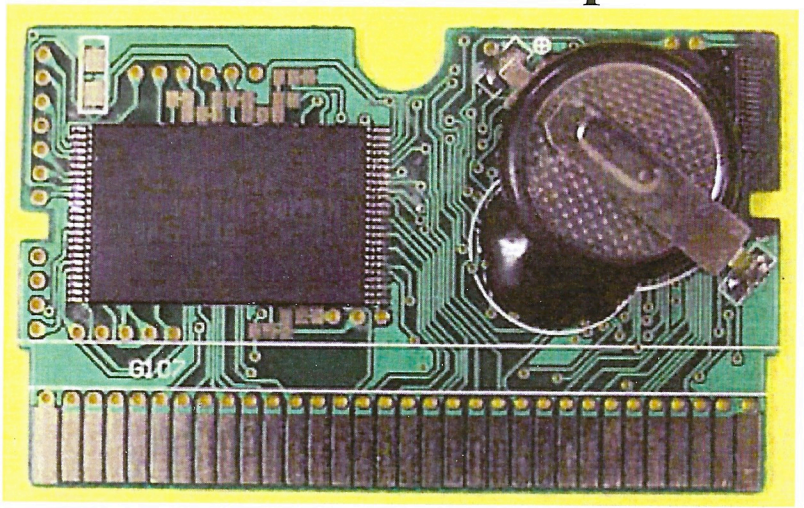
Genuine Sample



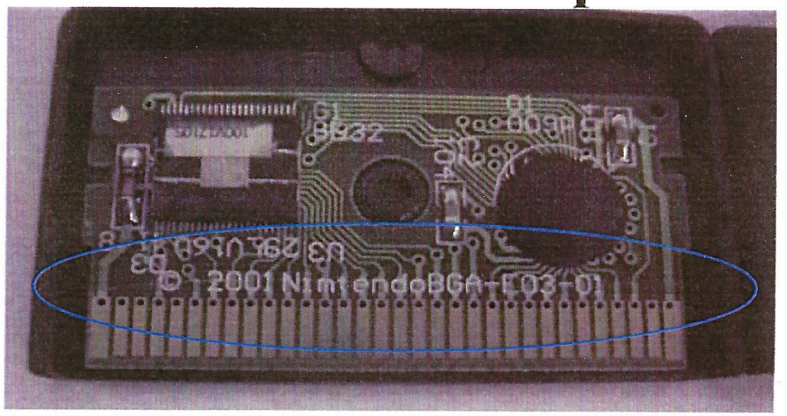
Genuine Sample



Counterfeit Sample

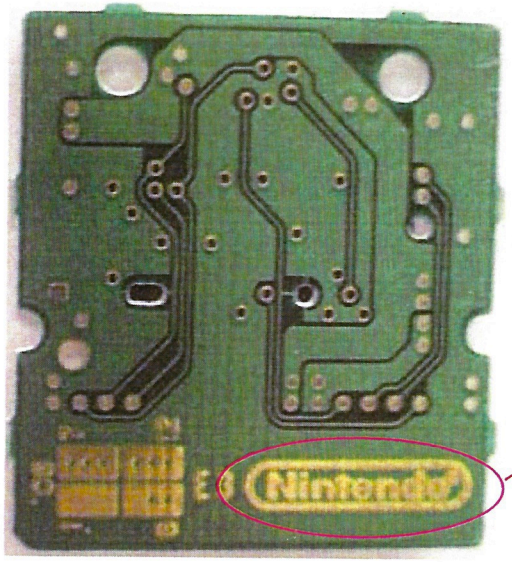


Counterfeit Sample



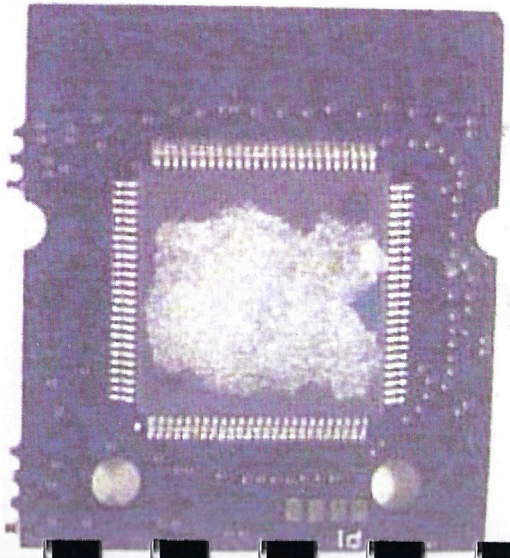
2. Missing or misspelled *Nintendo* trademark on the PC board.

Genuine Sample



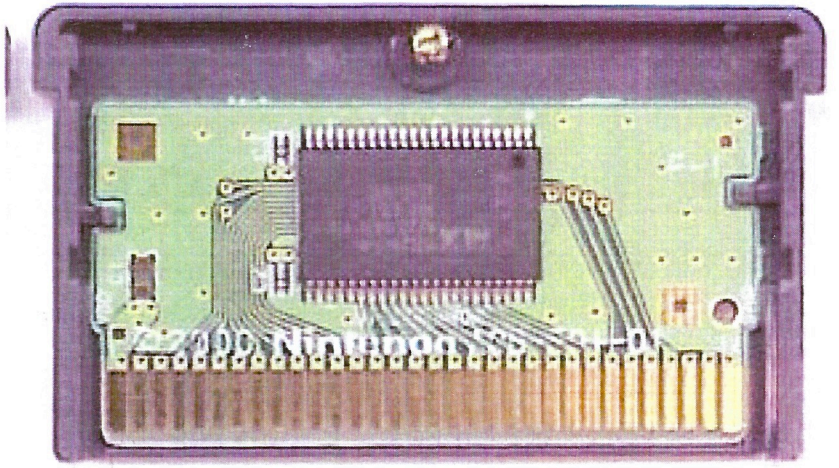
Nintendo trademark
on genuine PC board

Counterfeit Sample

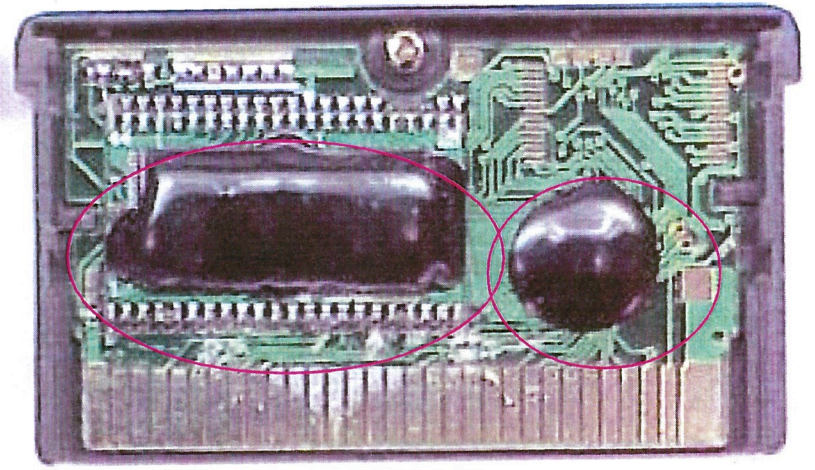


3. Counterfeit semiconductor chip on the PC board, characterized by a spot of black or gray epoxy glue.

Genuine Sample



Counterfeit Sample

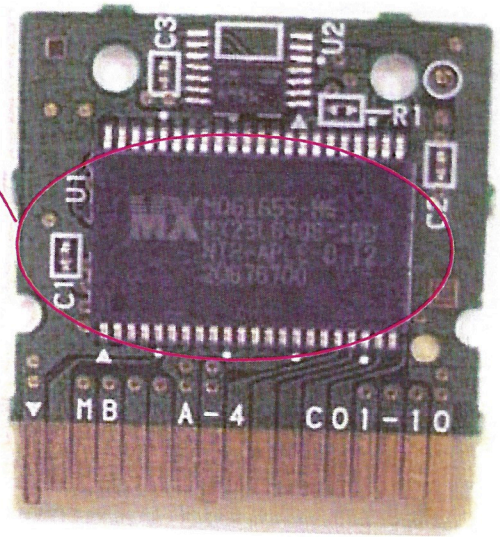


4. Counterfeit semiconductor chips on the PC board.

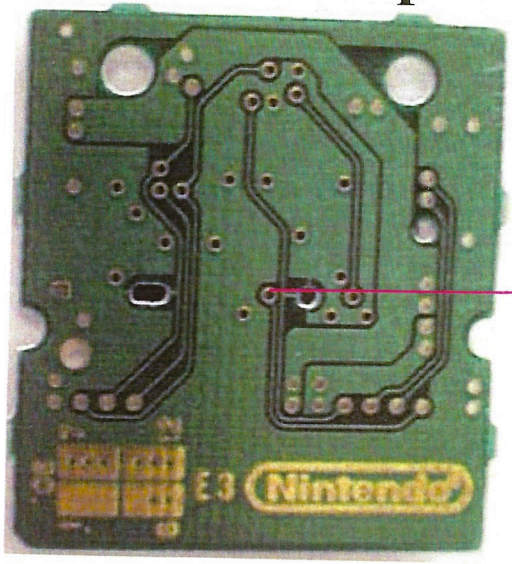
Nintendo DS PC Board Comparison

Genuine Sample

A semiconductor chip made by *Nintendo's* authorized manufacturer



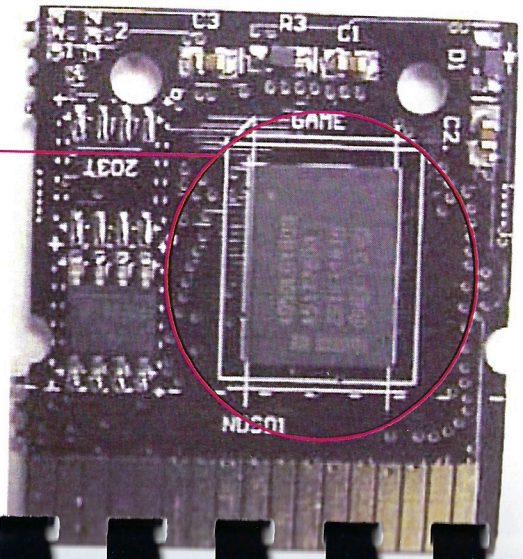
Genuine Sample



No semiconductor chip on the back of the PC board

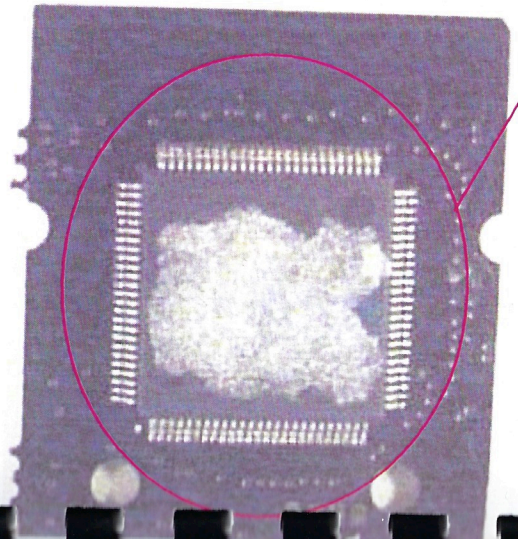
Counterfeit Sample

A counterfeit semi-conductor chip produced by an unauthorized manufacturer



Counterfeit Sample

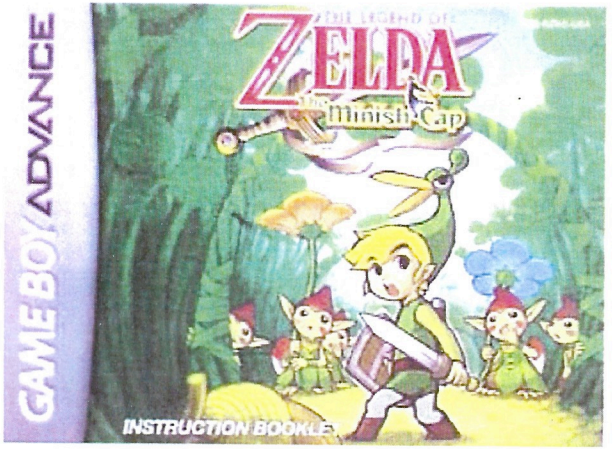
A counterfeit, semi-conductor chip on the back of the PC board



5. Missing or incomplete manuals.

Genuine Game Boy Advance Package

ONLY FOR
GAME BOY ADVANCE
NOT COMPATIBLE WITH OTHER GAME BOY SYSTEMS!
The Magic of the Minish Cap
When the sorcerer Vaati turns Princess Zelda to stone, the king of Hyrule sends Link on a quest that will take him to places he's never imagined. Using the power of a mystical hat called the Minish Cap, the Hylian hero will shrink down for a massive quest...on a microscopic scale!
Use the magic of the cap to shrink and explore the world of the Minish lying hidden just beneath your feet!
With the help of all-new items like the Gust Jar and the Mole Mitts, shoot blasts of air or claw through dirt to reach new regions.
Unravel the secrets of the Kinstones to solve puzzles, unlock hidden areas, and restore happiness to the people of Hyrule.
EVERYONE
E
Mild Fantasy Violence
ESRB CONTENT RATING
AGB P BZME
Nintendo



5. Missing or incomplete manuals.

Counterfeit Game Boy Advance Package Samples

6. Printing is often blurred, faded, discolored or poor quality on counterfeit cartridge labels or packaging.

Counterfeit Samples

7. The Nintendo Seal of Quality on packaging and cartridge labels is often missing or low quality.

Genuine Samples

U.S. Canada and Latin America

Europe

7. The Nintendo Seal of Quality trademark on packaging and cartridge labels is often missing or low quality

Counterfeit Samples

8. Pricing is below normal wholesale or retail.

118.00 Chinese Yuan equals approximately $17.75 U.S. dollars & $21.50 Canadian dollars. Retail should be between $25-30 USD & $30-$35 Canadian.

8. Pricing is below normal wholesale or retail.

Nintendo DS Lite

Lighter.Brighter.

NINTENDO DS. lite

Hardware

US MSRP $129.99

Canada MSRP $169.99

Software

US MSRP $29.99-$39.99

Canada MSRP $34.99-$46.99

8. Pricing is below normal wholesale or retail.

Nintendo DS

Hardware

US MSRP $129.99

Canada MSRP $169.99

Software

US MSRP $29.99-$35.99

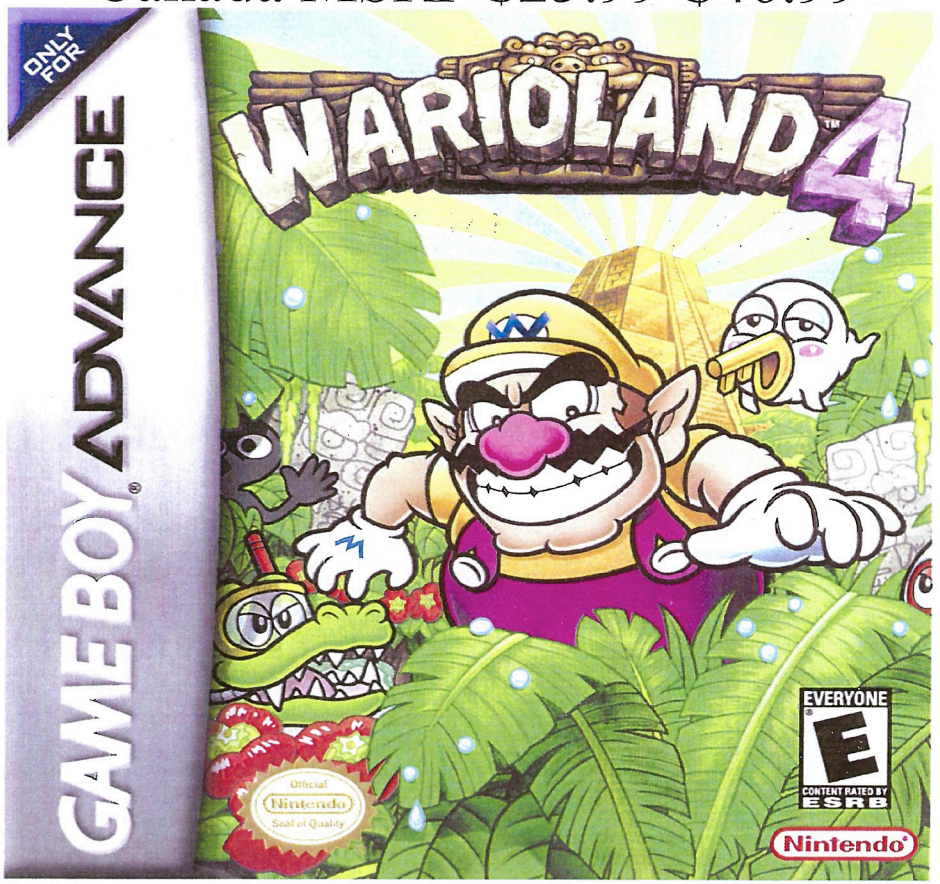
Canada MSRP $35.99-$47.99

8. Pricing is below normal wholesale or retail.

Game Boy Advance SP

Hardware US MSRP $79.99
Canada MSRP $95.99

Software US MSRP $19.99-$39.99
Canada MSRP $23.99-$46.99



8. Pricing is below normal wholesale or retail.

Game Boy Micro

Hardware US MSRP $99.99

Canada MSRP $129.99

Software US MSRP $19.99-$39.99

Canada MSRP $34.99-$46.99

8. Pricing is below normal wholesale or retail.

Game Boy Advance

Game Boy Advance Systems
US MSRP $79.99
Canada MSRP $95.99

Software US $19.99-$39.99 & Canada $22.99-$46.99

8. Pricing is below normal wholesale or retail.

Unique Game Boy Advance software

Some Game Boy Advance cartridges are shaped differently, as they contain a motion sensor known as a "gyro" sensor. This design enlarges the cartridge slightly, as with "Yoshi Topsy Turvy" shown on the left.

Unique Game Boy Color software

Some Game Boy Color cartridges are shaped differently, as they contain a "rumble feature" allowing players to feel the game vibrate. This design usually demands a battery compartment, thus the cartridge is slightly larger than normal.

Software US MSRP $9.99-$39.99
Canada MSRP $11.99-$46.99

(Prices reflect both Game Boy Color and Game Boy Advance software)

8. Pricing is below normal wholesale or retail.

Game Boy Color

Game Boy Color Systems
US MSRP $49.99
Canada MSRP $59.99

Software MSRP
US $9.99-$29.99
Canada $11.99-$34.99

TIPS TO DETECT COUNTERFEIT *WII* SOFTWARE

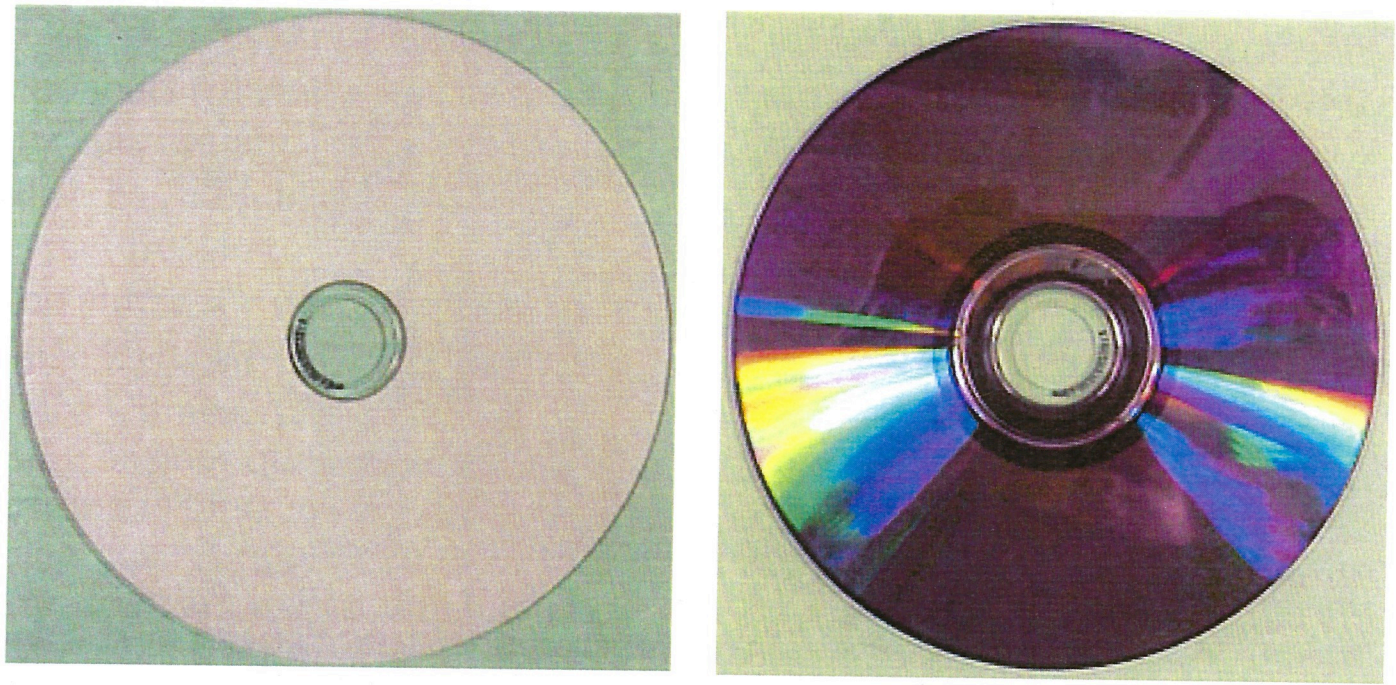
The following features will be a strong indication of counterfeit ***Wii*** software:

1. Components (plastic game cases, instruction manuals, game labels and ***Wii*** discs) shipped separately.
2. ***Wii*** disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. ***Wii*** disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.
4. Missing or poor quality Nintendo Seal of Quality trademark on packaging; ***Wii*** disc packaging is blurred, faded or discolored.
5. ***Wii*** disc case is not standard size either in height or width; inside of ***Wii*** disc case is missing logos or instruction manual.
6. Pricing is below normal wholesale or retail.

1. Components (plastic game cases, instruction manuals, game labels and *Wii* discs) shipped separately.

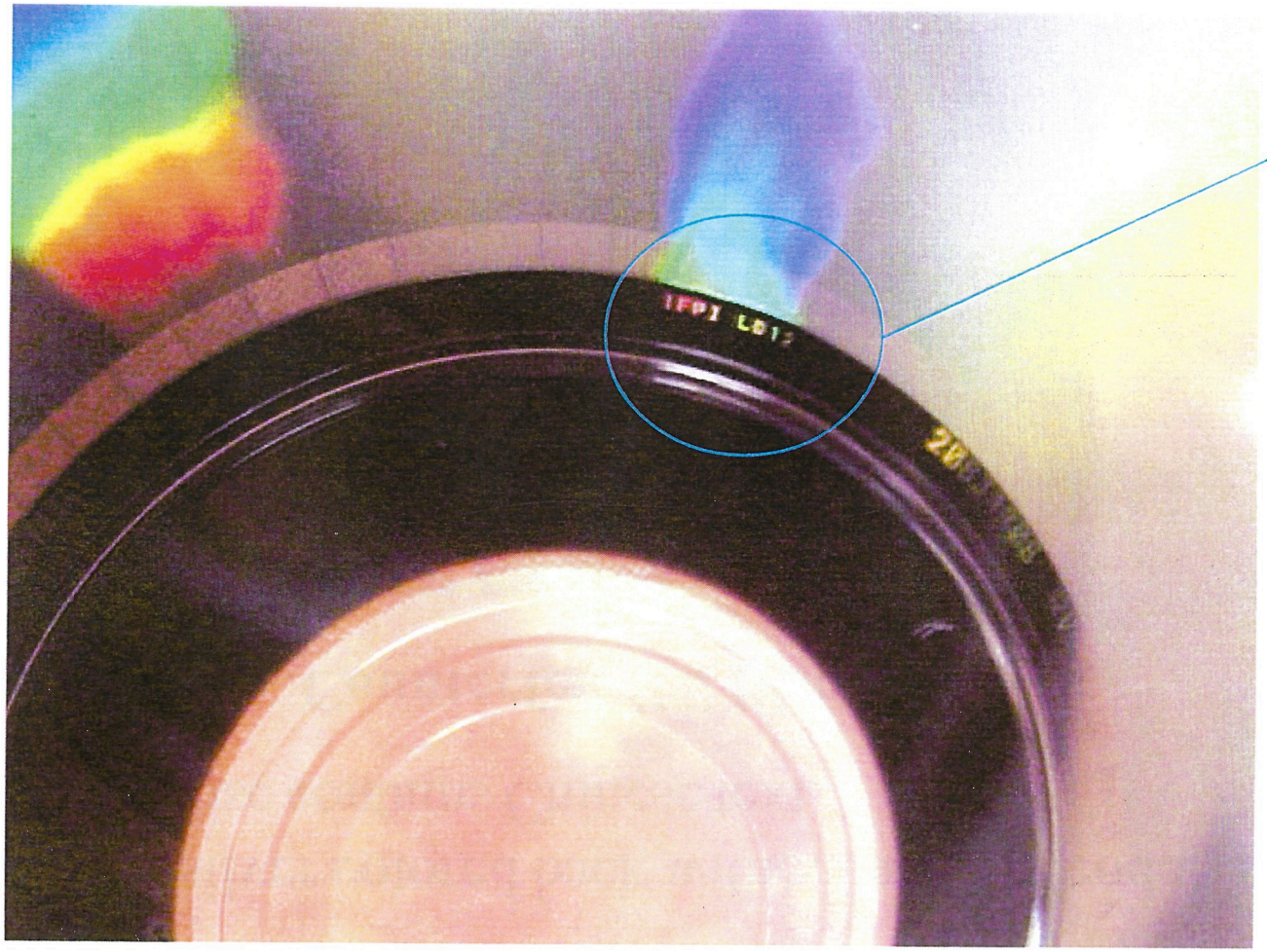
2. *Wii* disc has a blue, green or purple colored back; disc depicts hand written title or no title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Counterfeit *Wii* Disc



3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.

Genuine *Wii* Disc



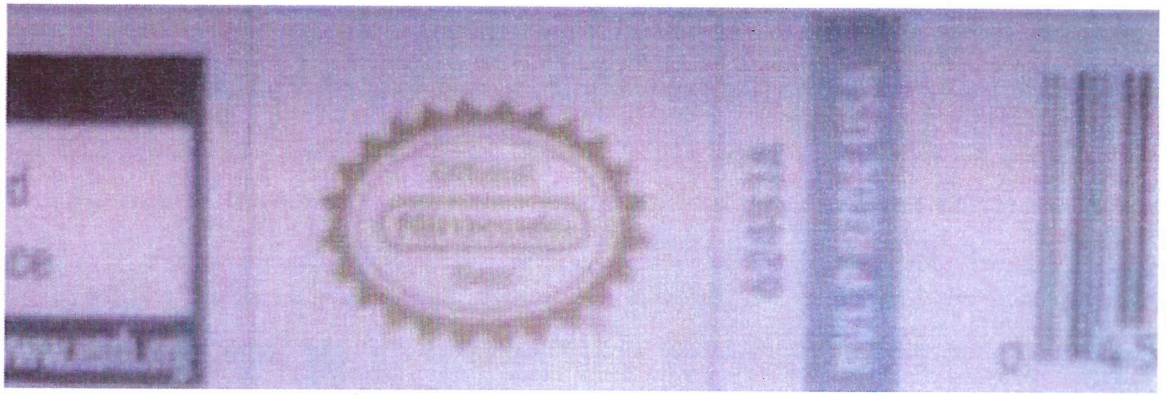
3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.

Counterfeit *Wii* Discs

4. Missing or poor quality Nintendo Seal of Quality trademark on packaging: ***Wii*** disc packaging is blurred, faded or discolored.

Genuine

Counterfeit



5. *Wii* disc case is not standard size either in height or width; inside of *Wii* disc case is missing logos and instruction manual.

Wii Packaging

Genuine

Counterfeit

Counterfeit *Wii* case is much thinner than a genuine *Wii* case

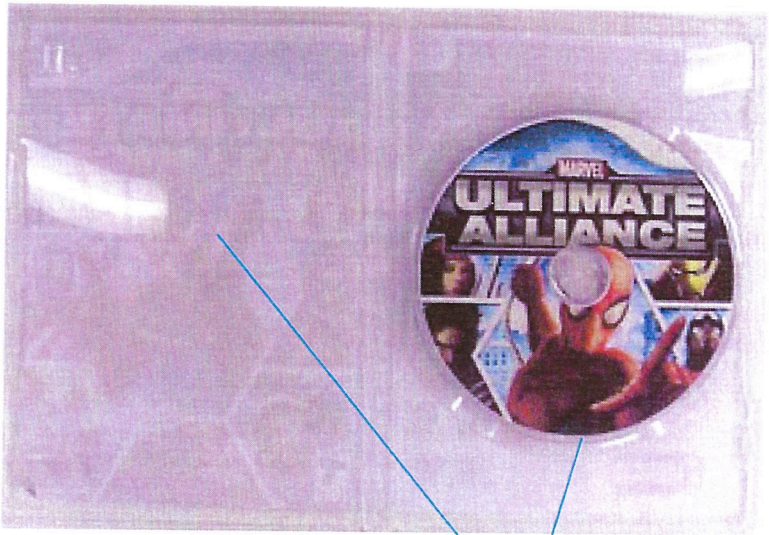
5. *Wii* disc case is missing logos and instruction manual.

Wii Packaging

Genuine

Wii trademark & logo

Counterfeit

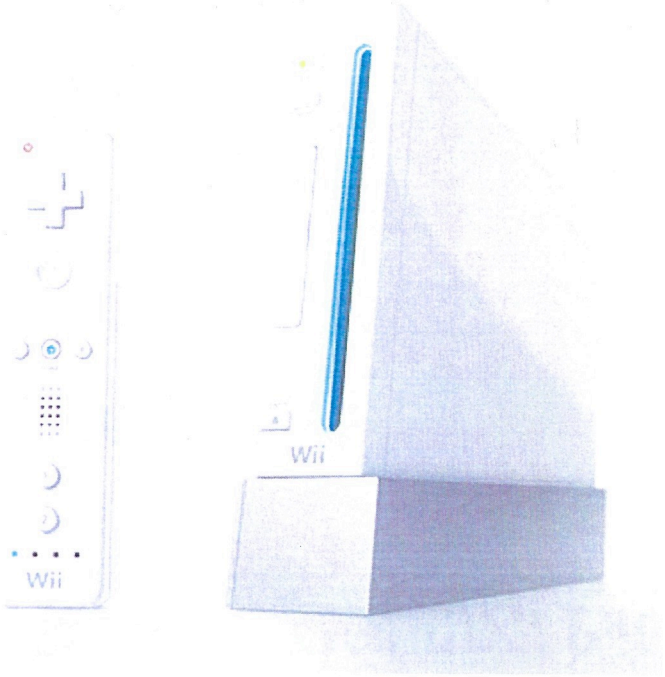


Counterfeit disc case lacks an instruction manual, is clear, has different silkscreen on disc and lacks *Wii* trademark & logo

6. Pricing is below normal wholesale or retail.

Wii

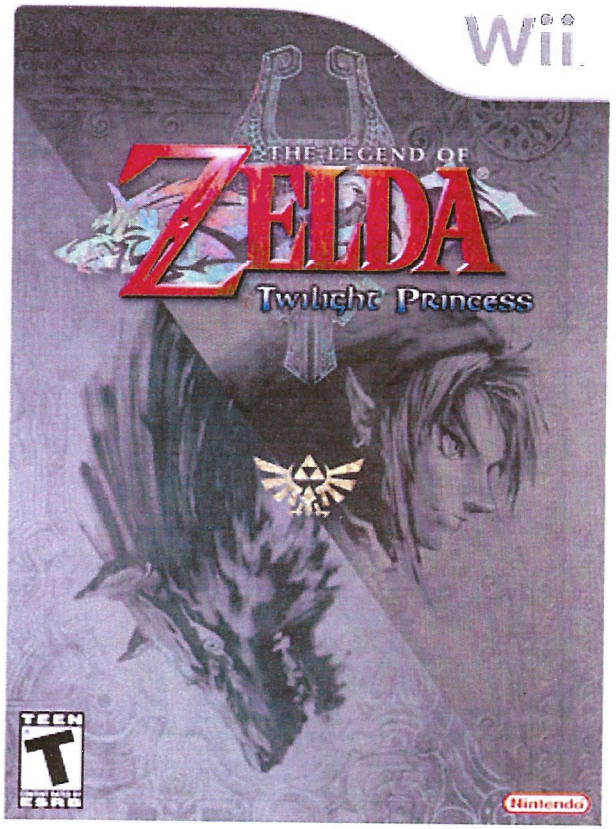
US MSRP $249.99 & Canada MSRP $279.99

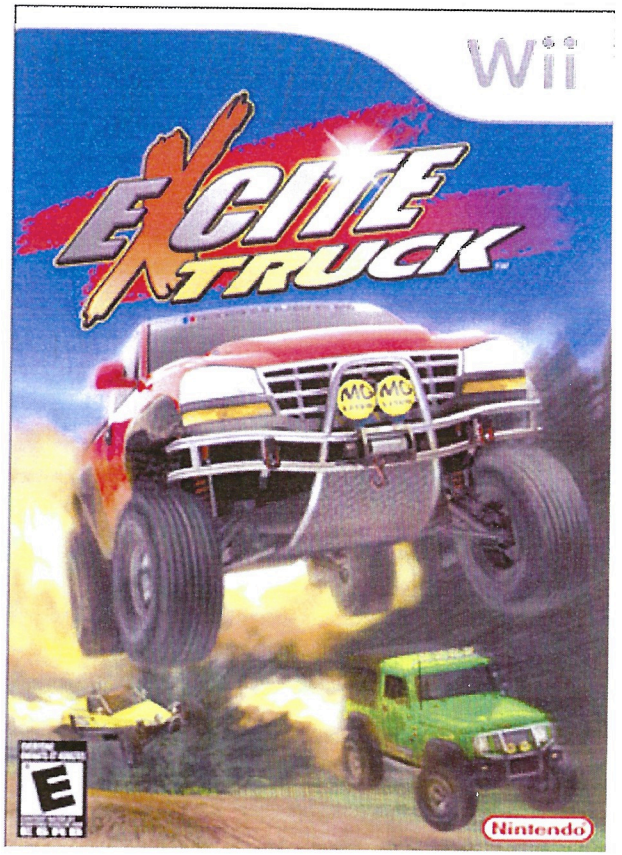


6. Pricing is below normal wholesale or retail.

Wii Software

US MSRP $49.99 & Canada MSRP $58.99





TIPS TO DETECT COUNTERFEIT *NINTENDO GAMECUBE* SOFTWARE

The following features will be a strong indication of counterfeit ***Nintendo GameCube*** software:

1. Components (plastic game cases, instruction manuals, game labels and ***Nintendo GameCube*** discs) shipped separately.
2. ***Nintendo GameCube*** disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. Missing or poor quality Nintendo Seal of Quality trademark on packaging; ***Nintendo GameCube*** disc packaging is blurred, faded or discolored.
4. ***Nintendo GameCube*** disc case is not standard size either in height or width; inside of ***Nintendo GameCube*** disc case is missing logos, instruction manual or molded casing for memory card.
5. Pricing is below normal wholesale or retail.

1. Components (plastic game cases, instruction manuals, game labels and *Nintendo GameCube* discs) shipped separately.

2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

Nintendo GameCube Disc

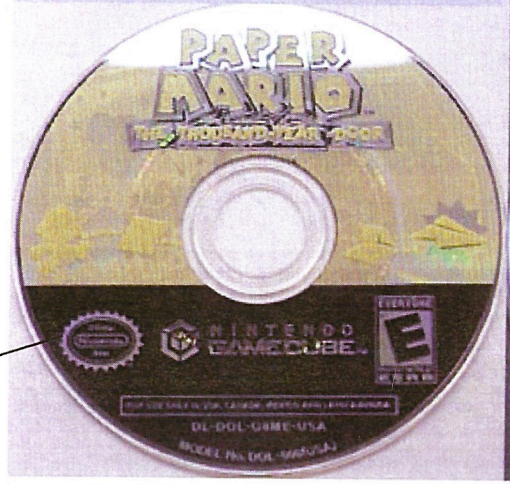
Genuine **Counterfeit**

Genuine
discs have a silver colored bottom

Counterfeit
discs often have a blue, green or purple colored back

Genuine
discs depict pictures & professional looking silkscreen text on top

Note all logos, ESRB, & seal of quality



Counterfeit
discs depict hand written titles, or no professional label on top

2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

***Nintendo GameCube* Disc**

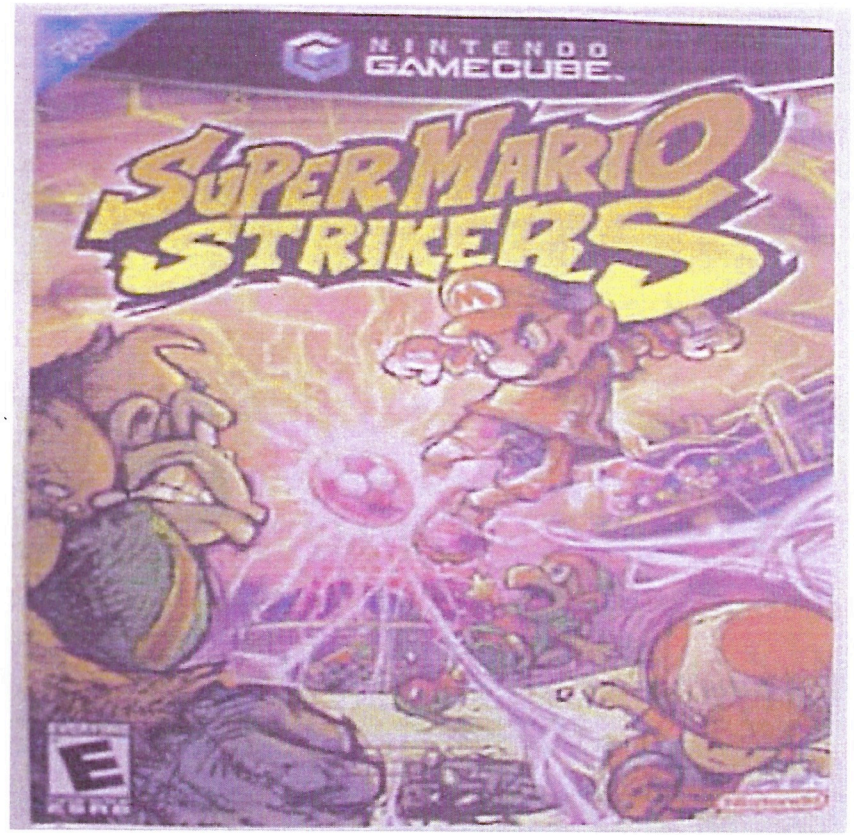
Genuine **Counterfeit**

Genuine **Counterfeit**

2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

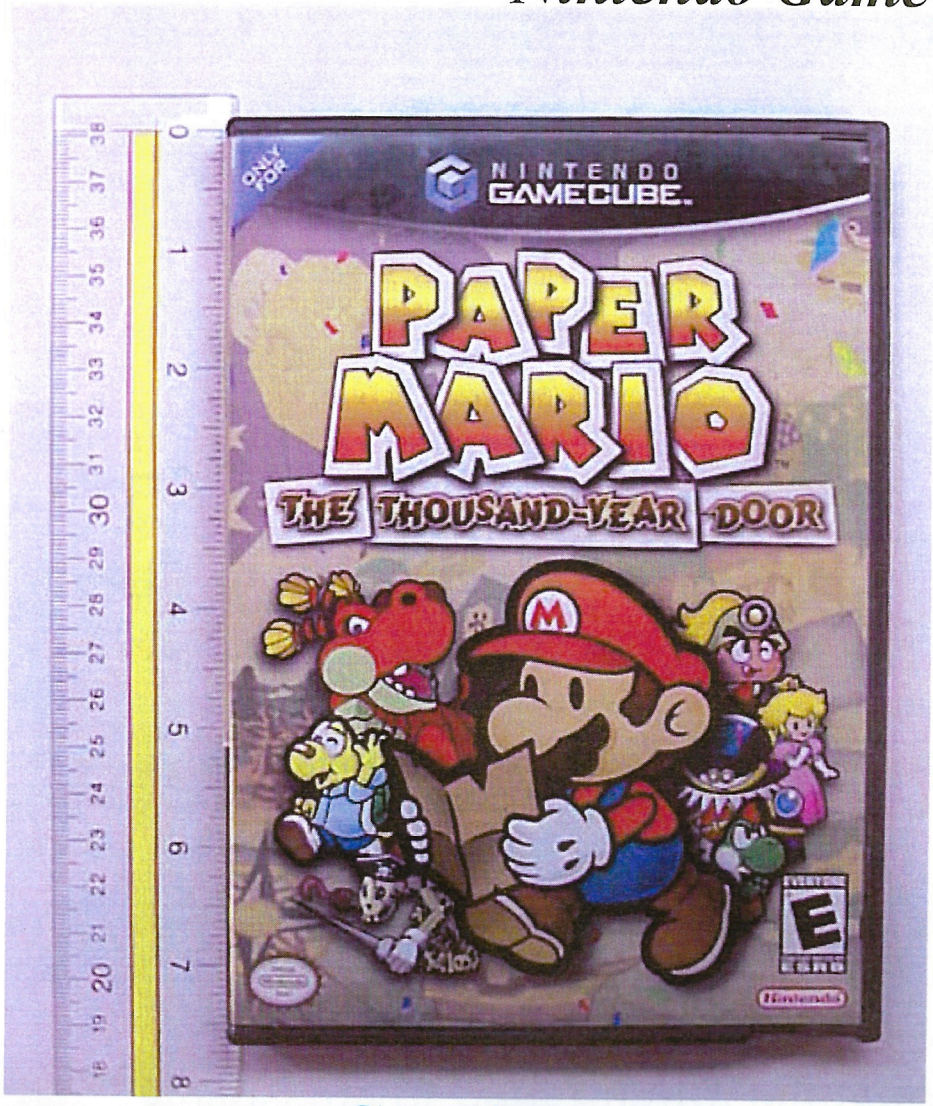
Counterfeit *Nintendo GameCube*

3. Missing or poor quality Nintendo Seal of Quality trademark on packaging: ***Nintendo GameCube*** disc packaging is blurred, faded or discolored.

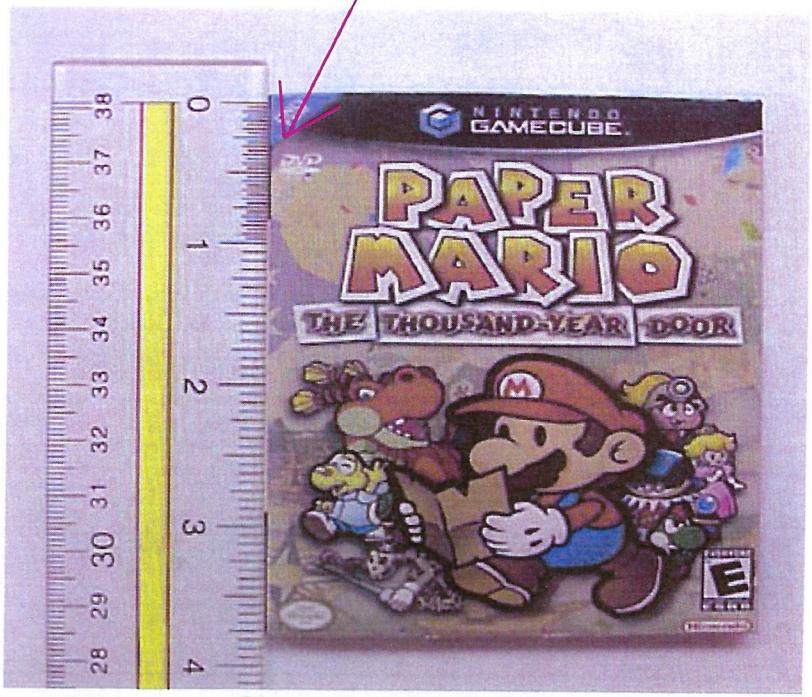


4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

***Nintendo GameCube* Packaging**



Genuine



Counterfeit

4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

***Nintendo GameCube* Packaging**

Genuine

Counterfeit

4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

***Nintendo GameCube* Packaging**

Genuine

Counterfeit

Counterfeit *Nintendo GameCube* cases are much thinner than genuine *Nintendo GameCube* cases

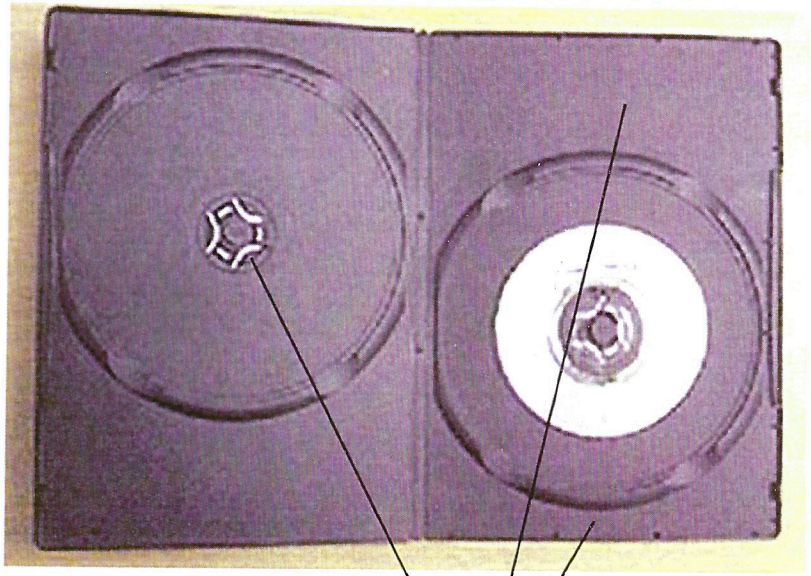
4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

***Nintendo GameCube* Packaging**

Genuine

***Nintendo GameCube* trademark & logo**

Counterfeit



Counterfeit disc case lacks an instruction manual, housing for the memory card, *Nintendo GameCube* logo and trademark

5. Pricing is below normal wholesale or retail.

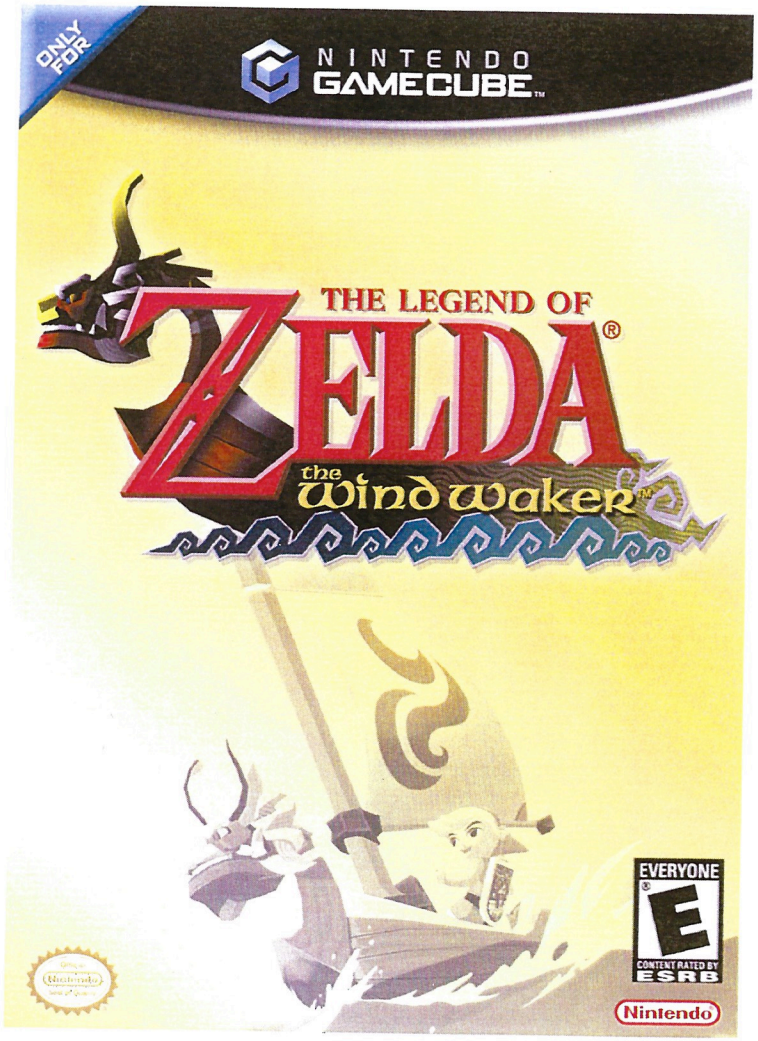
Nintendo GameCube

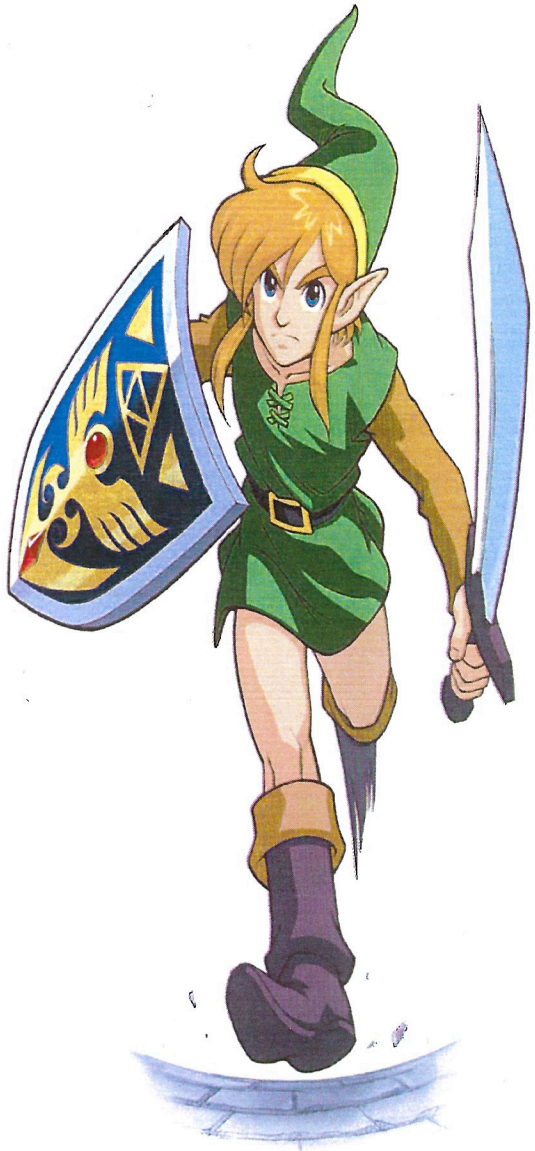
US MSRP $99.99 & Canada MSRP $119.99

5. Pricing is below normal wholesale or retail.

Nintendo GameCube Software

US MSRP $29.99 - $49.99 & Canada MSRP $35.99-$59.99





Other Infringing Products

~Built-in Game Products
~*Game Boy* game copiers
~*Game Boy Advance* game copiers
~*Nintendo DS* game copiers
~*Nintendo GameCube* mod chips
~*Wii* mod chips

Built-in Game Product
Power Player

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Power Player

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product

Power Games

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Gun Fighter

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Digicom

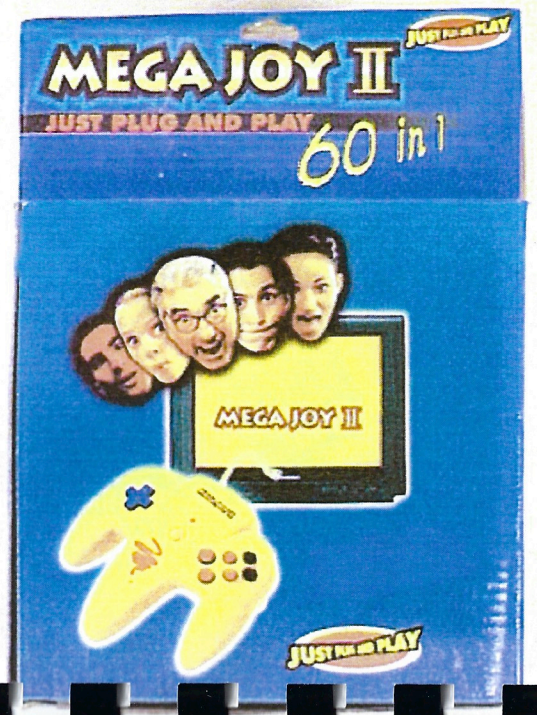
This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Mega Games 118 in 1

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Gamekids Advance

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.



Built-in Game Product
Mega Joy

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Super Games

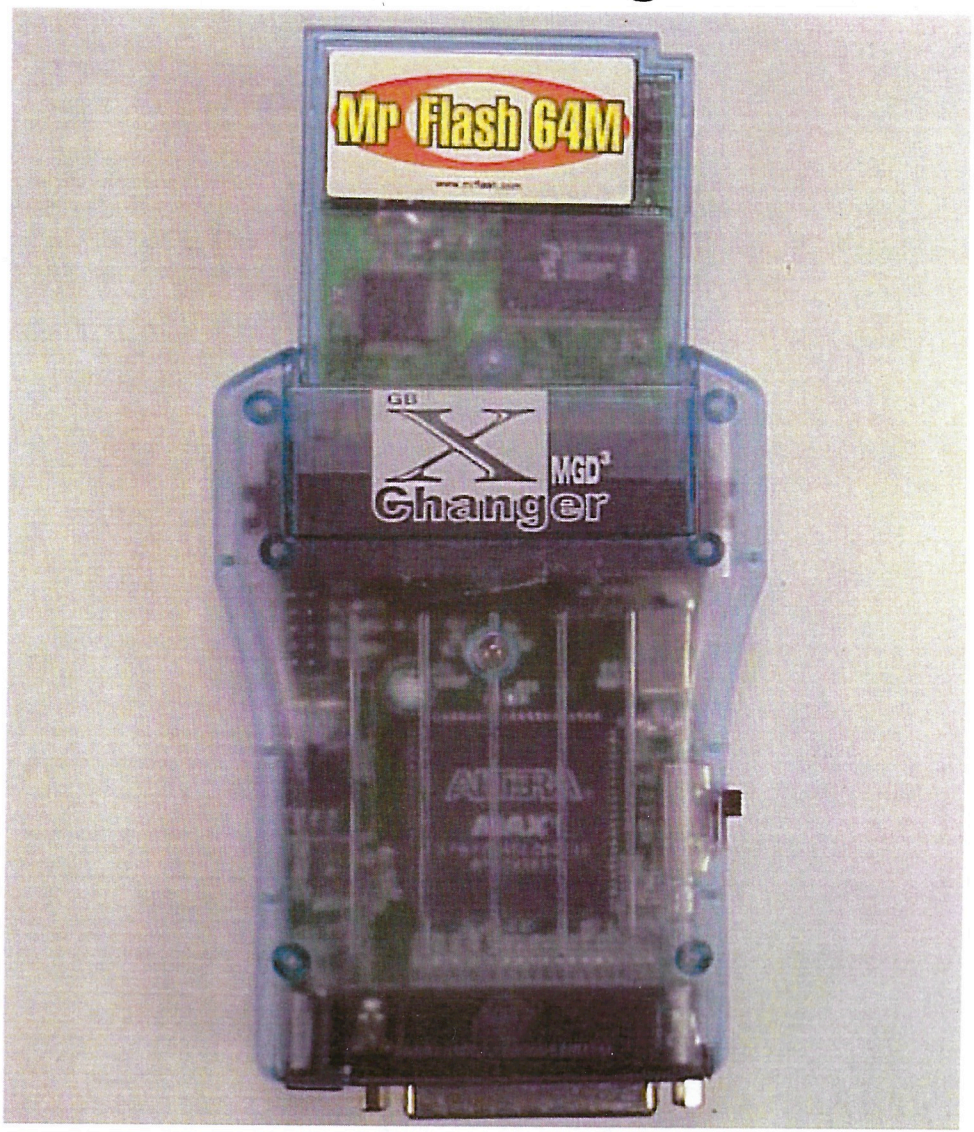
This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Built-in Game Product
Xtreme Player II

This device infringes Nintendo's intellectual property rights if it contains Nintendo's copyrighted games.

Game Boy Advance Game Copier
Flash Advance Linker

Game Boy Game Copier
GB X Changer



Game Boy Advance Game Copier
EZ-Flash II

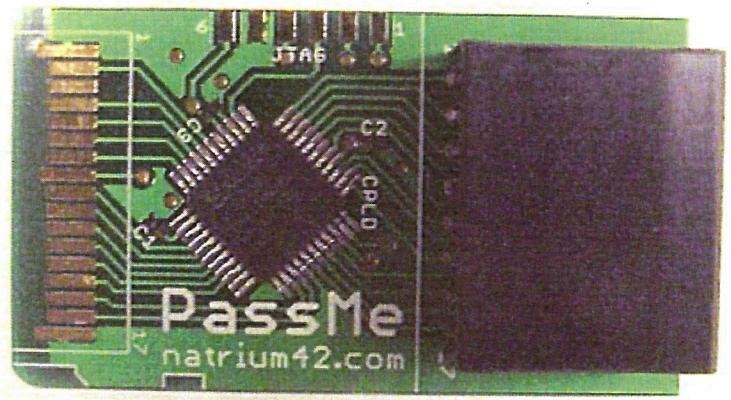
Nintendo DS Game Copier
Magic Key 2 Adapter

Nintendo DS Game Copier
DS X-treme

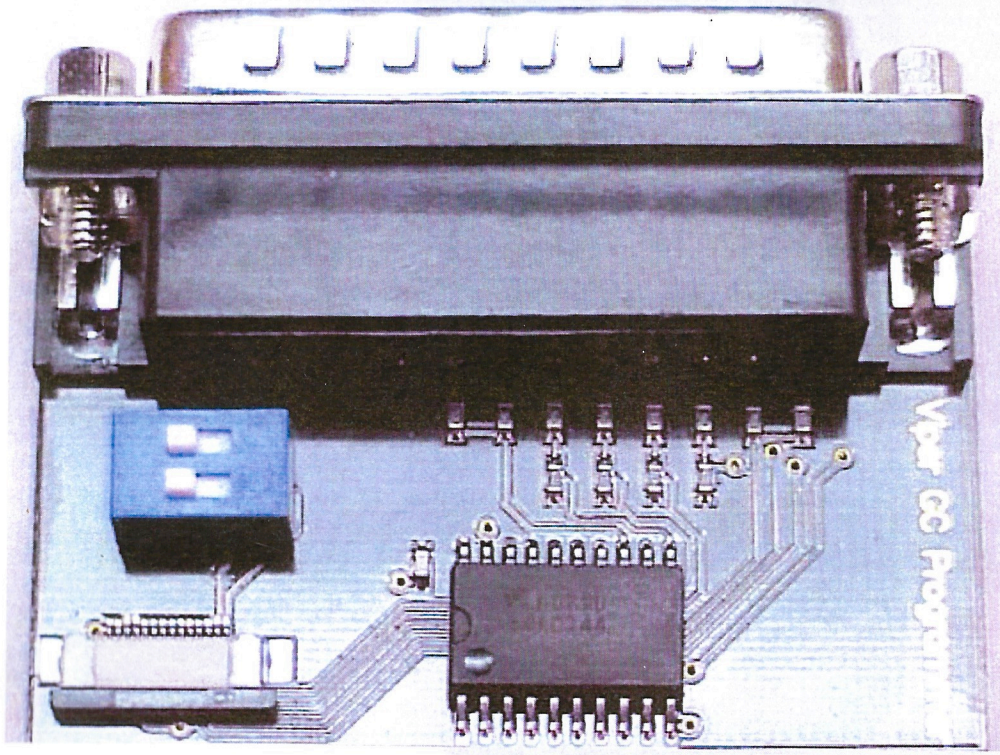
Nintendo DS Game Copier
DS Linker

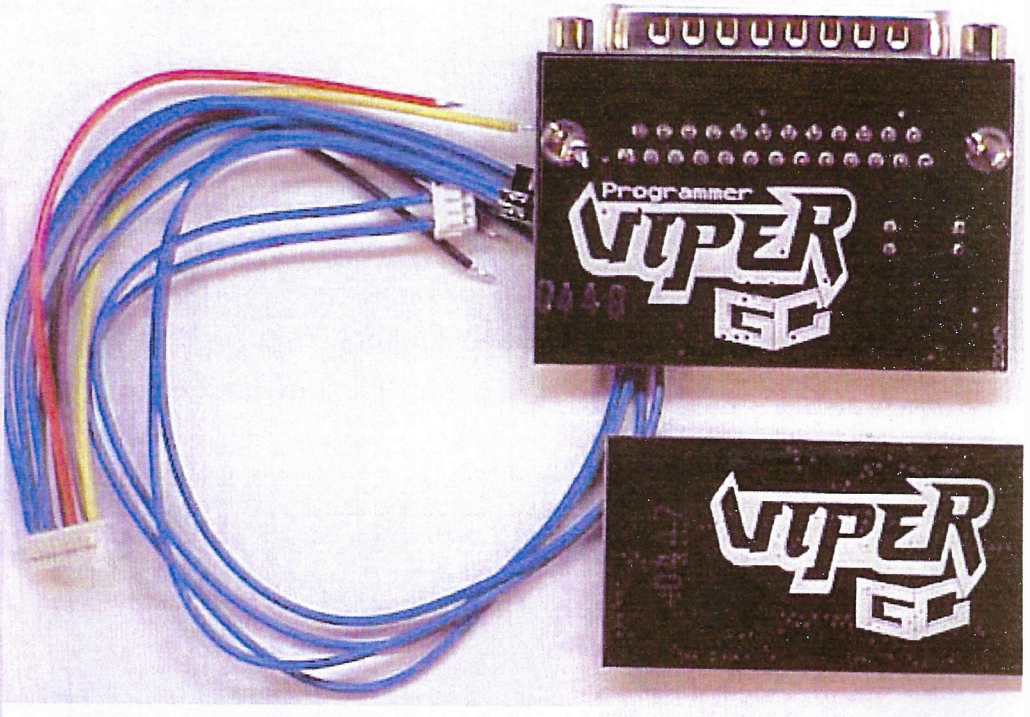
Nintendo DS Game Copier
Super Card SD

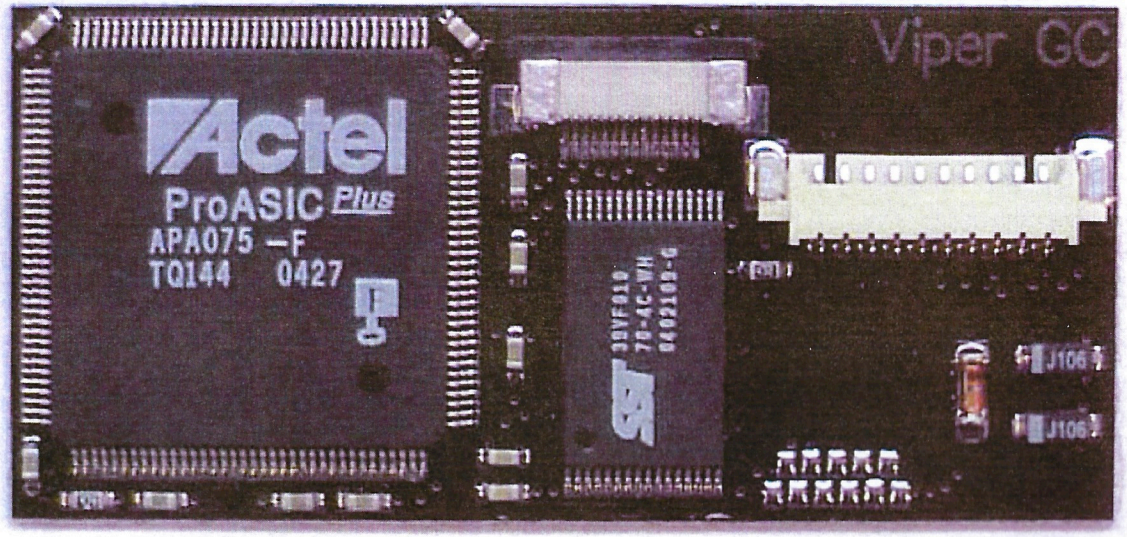
Nintendo DS Game Copier
Pass Me 2 Adapter



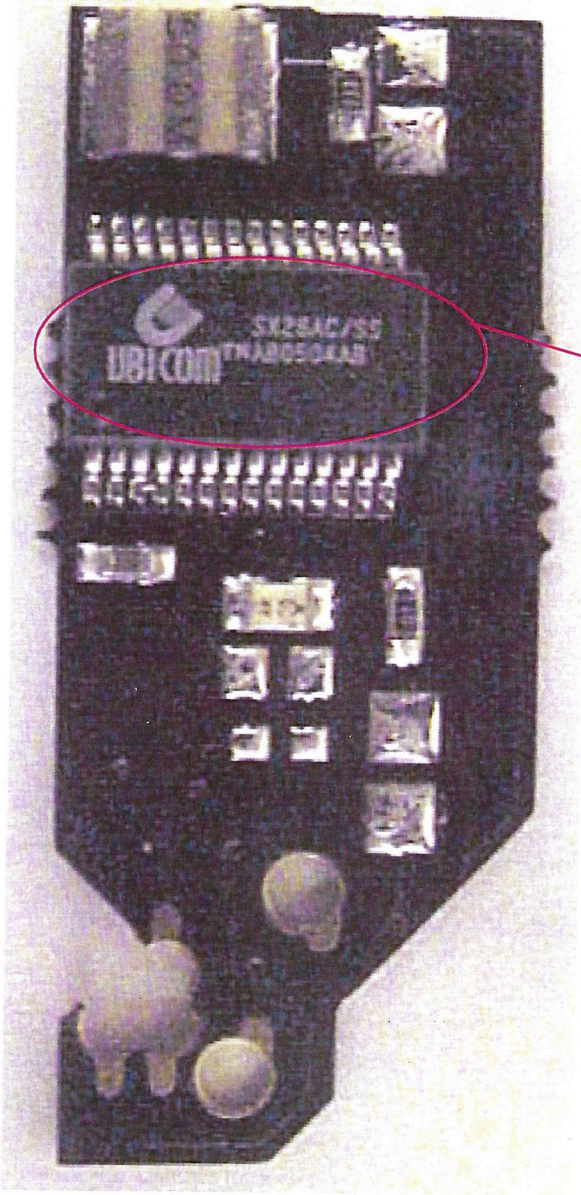
GameCube Mod Chip
Viper Chip





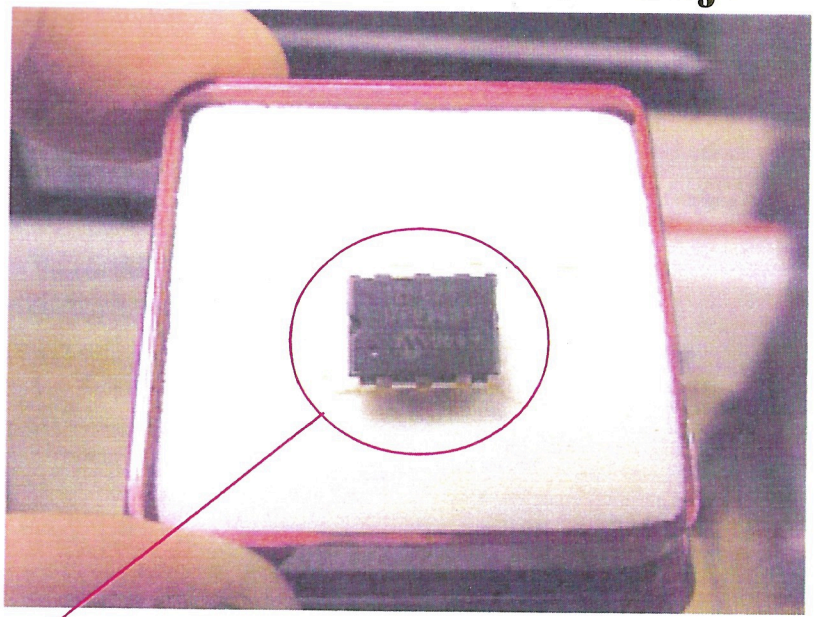


Wii Mod Chip
Cyclowiz



"UBICOM SX28AC/SS
AB0309AB"

Wii Mod Chip
Wiinja



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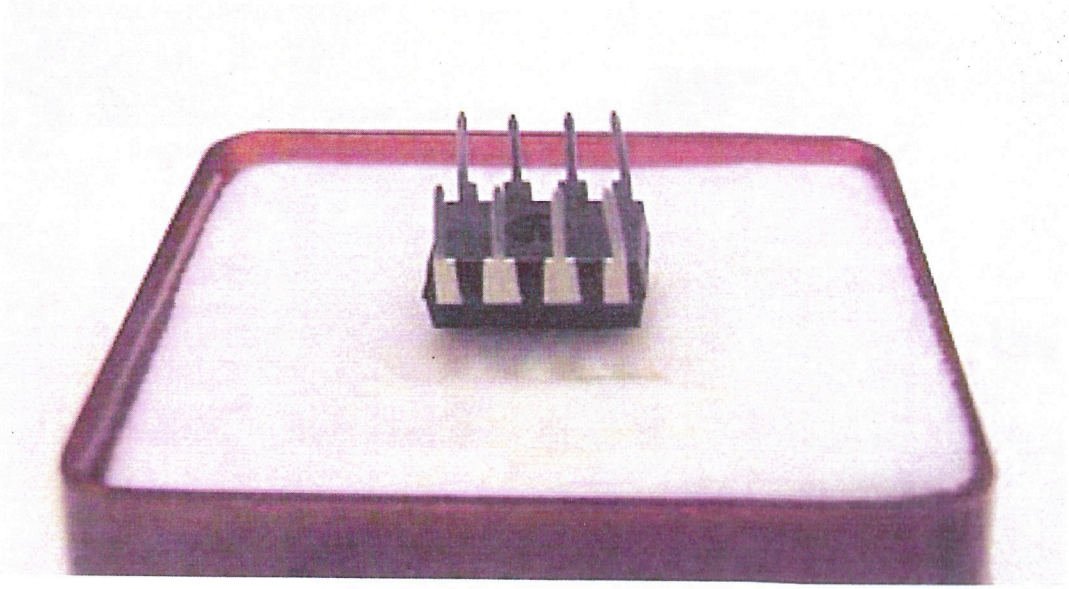
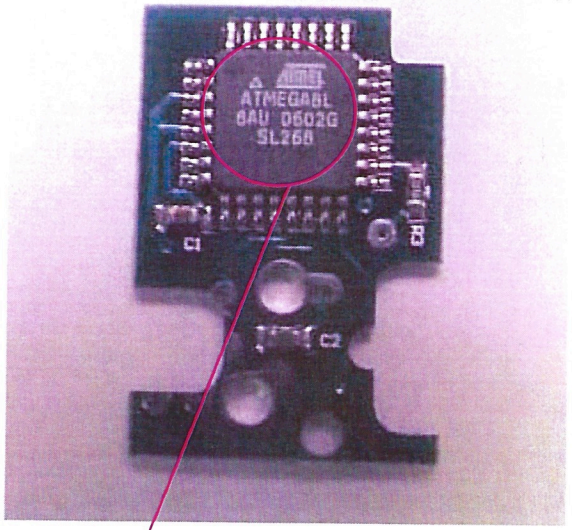
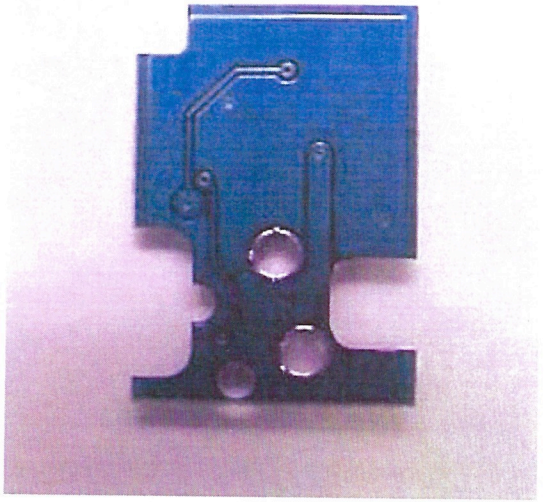


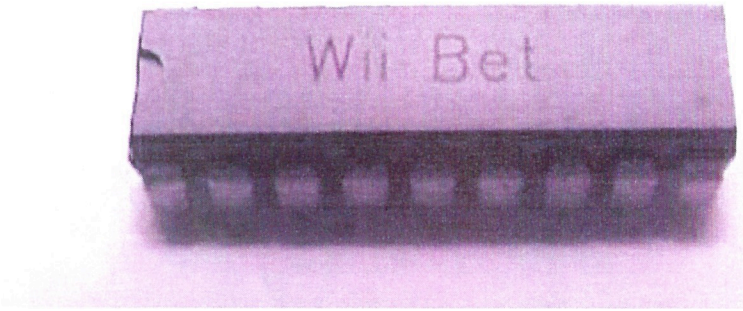
Wii Mod Chip
Wii Key

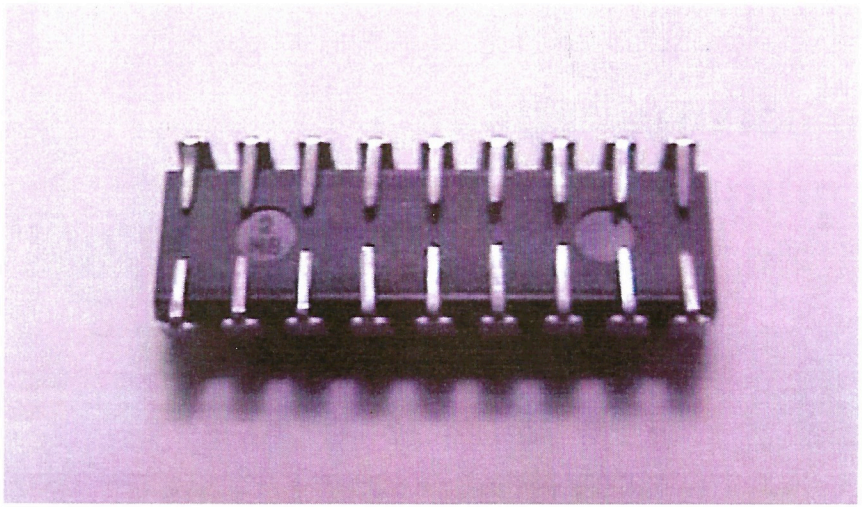




"ATMEGABL BAU 0502G SL268"

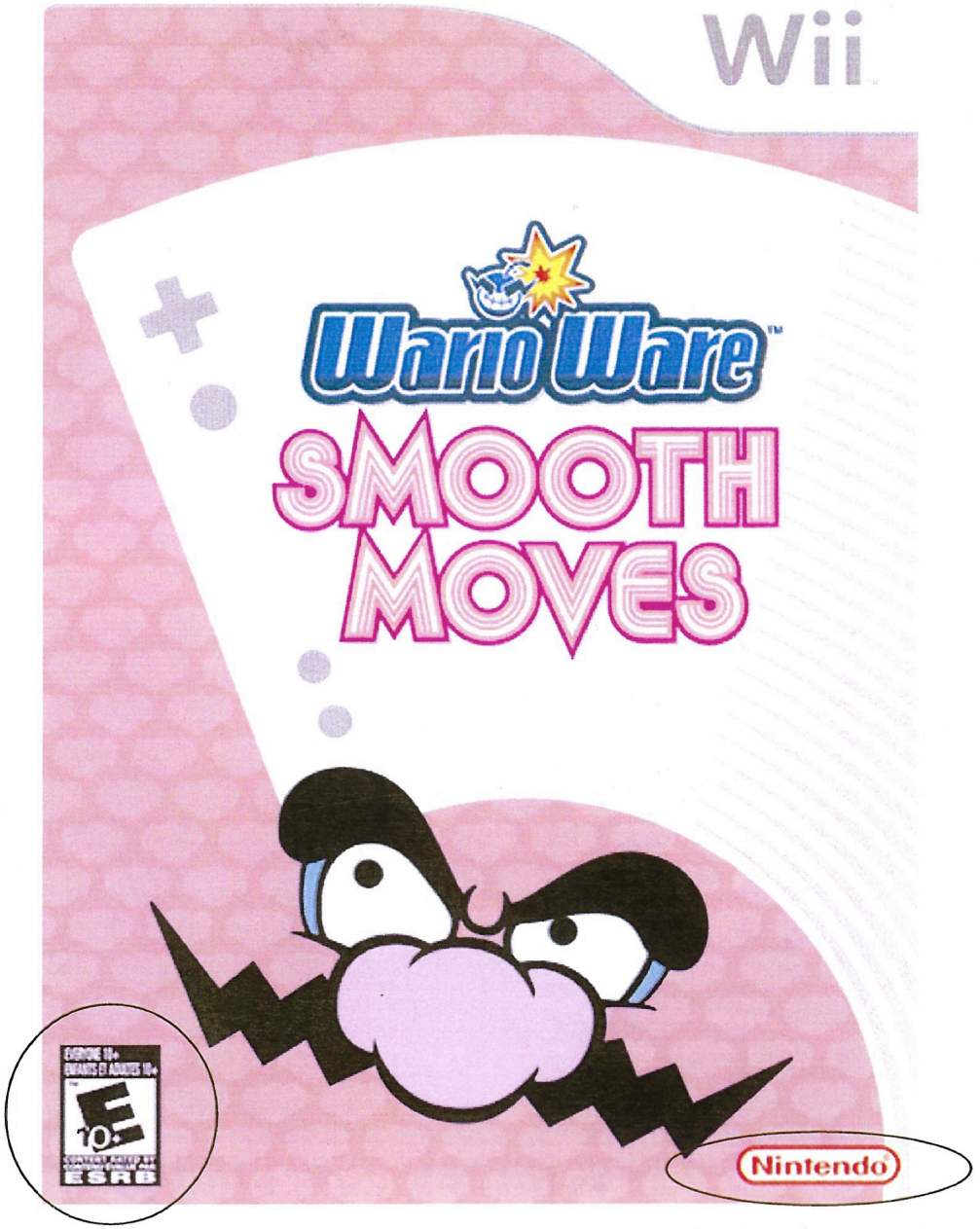
Wii Mod Chip
Wii Bet





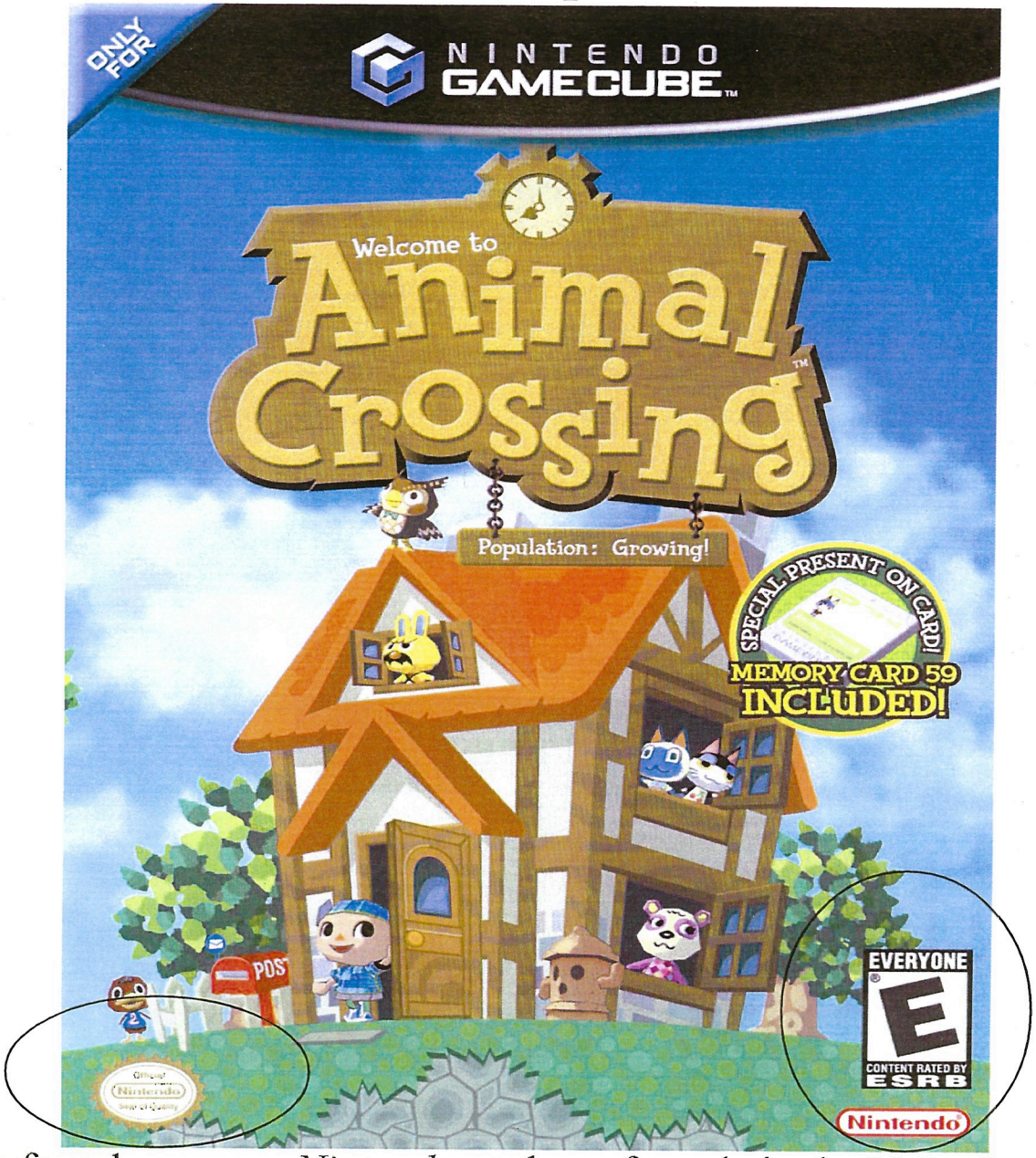
Authentic Samples for the U.S., Canada, Mexico and Latin America.

Authentic W*ii* Samples



Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America

Authentic *Nintendo GameCube* Samples

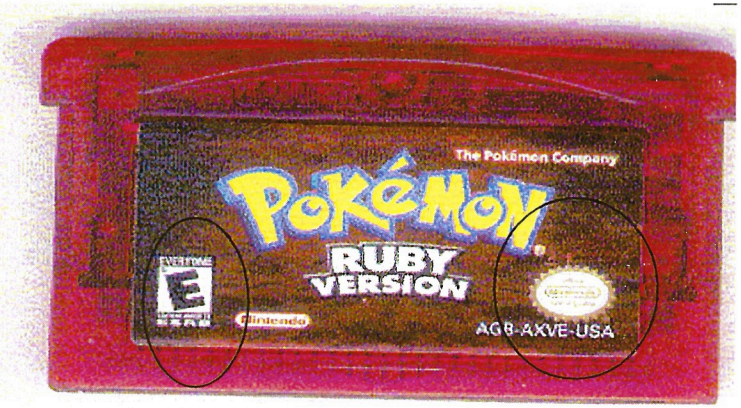


Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America

Authentic *Nintendo DS* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America

Authentic *Game Boy Advance* Samples



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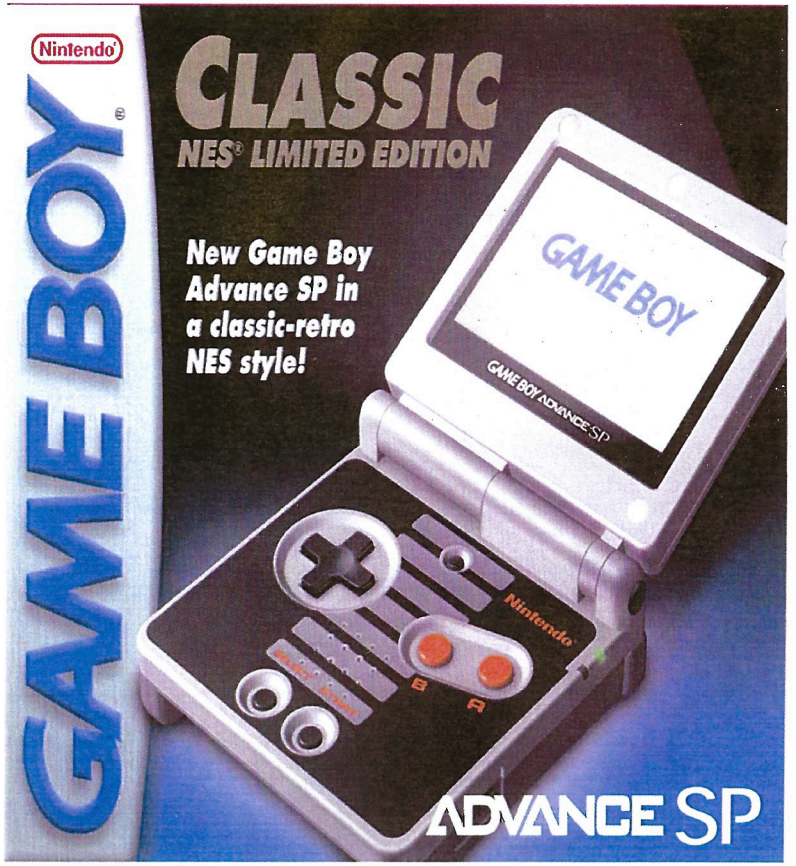
Authentic *Game Boy Advance* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America

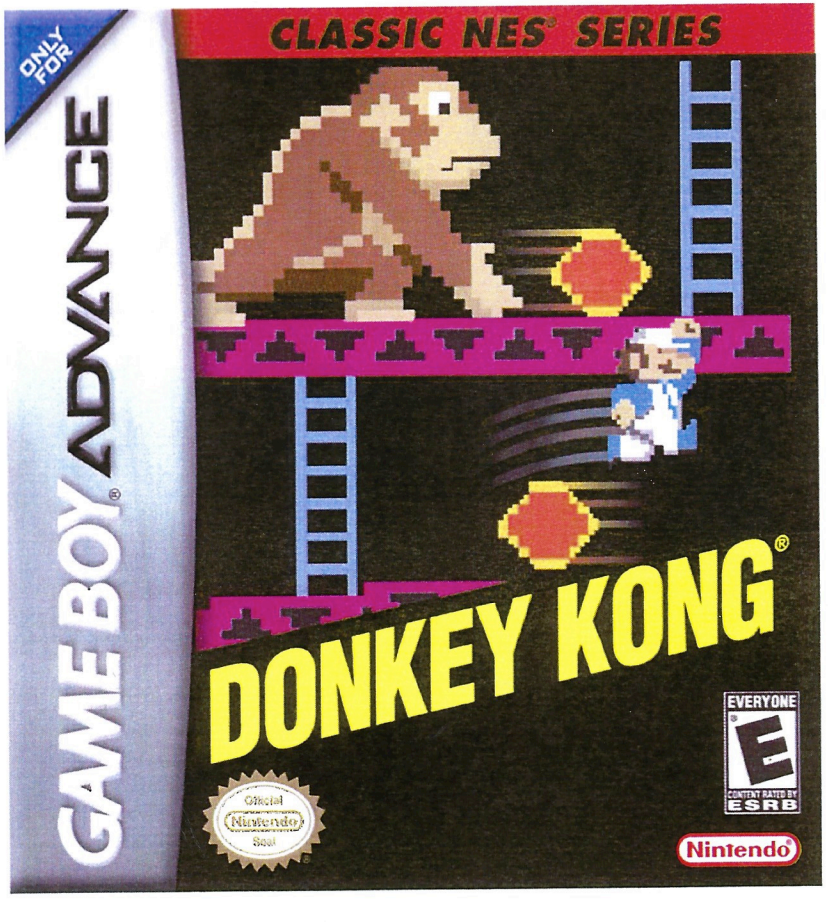
Authentic *Game Boy Advance* Samples

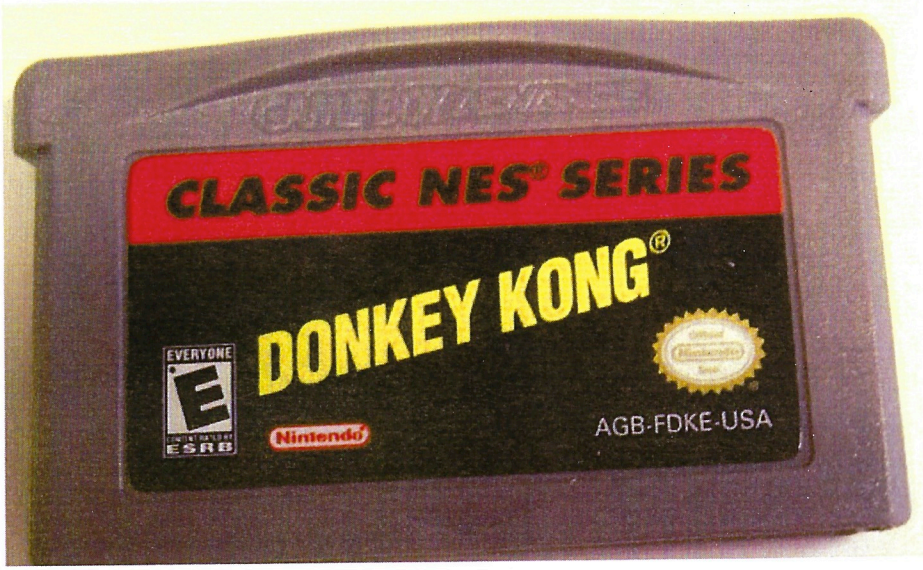
Classic NES Series for the *Game Boy Advance*



Authentic *Game Boy Advance* Samples

Classic NES Series for the *Game Boy Advance*





Authentic Samples for Europe

Authentic European *Nintendo GameCube* Samples

Items circled are found on packaging and software for sale and use in Europe.

Authentic European *Nintendo GameCube* Samples

Items circled are found on packaging and software for sale and use in Europe.

Authentic European *Game Boy Advance* Samples

Items circled are found on packaging and software for sale and use in Europe

Authentic European *Game Boy Advance* Samples

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